



**INTERNSHIP REPORT ON MARKETING DEPARTMENT OF  
J.C.K BLUE METALS**

**By**

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## **BONAFIDE CERTIFICATE**

This is to certify that the internship report on **“INTERNSHIP REPORT ON MARKETING DEPARTMENT OF J.C.K BLUE METALS”** is the bona fide work of **SHARMILA. B (412421631044)** who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported here in does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Signature of the guide

Dr. Baranidharan

Signature of the HOD

Dr. C.R.Senthilnathan

**COMPANY LETTER:**

# **JCK BLUE METALS**



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DATE: 16.10.2022

## **TO WHOM IT MAY CONCERN**

This is certify that Ms. Sharmila . B, a student of MBA , Sri Sairam institute of technology ,has completed of her internship training during the period of one month from the date of 15<sup>th</sup> September 2022 to 15<sup>th</sup> october 2022 in our company JCK GROUP OF COMPANIES .In the period of her internship training with us she was found punctual, hardworking and inquisitive.

We wish her all success in his future endeavors.



Authorized signature

## **DECLARATION**

I, **SHARMILA .B** hereby declare that the project report entitled “**INTERNSHIP REPORT ON MARKETING DEPARTMENT OF J.C.K BLUE METALS**” submitted to the Anna University, Chennai in partial fulfilment of requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original and independent research work done by me during October 2022 under the supervision of **DR.K.Baranidharan** faculty of Department of management studies, and it has not formed basis or other similar title to any candidate of any university.

Place: Chennai

Date:

Sharmila B

## **ABSTRACT**

During the period of internship, there were different departments which included marketing department, production department, HR department, purchase & stores department and this helped to gain knowledge about the working of various departments which helped to increase my practical knowledge wherein majorly focus in human resource department and marketing department.

This was an opportunity to develop and enhance skills and competencies which will be very useful for my career field.

I was assigned to different departments which included HR department, production department, marketing department, purchase & stores department and this helped me to gain knowledge about the working of various departments which helped me to increase my practical knowledge.

This was an opportunity to develop and enhance skills and competencies which will be very useful for my career field.

## ACKNOWLEDGEMENT

I am thankful to the management of **Sri Sairam Institute of Technology** which has imparted me sufficient knowledge and confidence to complete this report in the field Business model.

I wish to express my deep sense of gratitude and indebtedness to our Founder Chairman **MJF.Ln. Leo Muthu** and Chairman & CEO - **Mr. Sai Prakash Leo Muthu**, Sri Sairam Groups of Institutions, Chennai.

I would like to thank **Dr K Palanikumar**, Principal, Sri Sairam Institute of Technology for providing me the opportunity to enroll in this esteemed institution.

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Finally, I would like to thank **Kannan.J.C-** (Founder of J.C.K blue metals) and **Sudhakaran.k** - (MD of J.C.K blue metals ) for providing me this opportunity to learn and gain knowledge about the firm and its working.

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## **CHAPTER -1**



## COMPANY PROFILE

JCK Blue Metals in Chithathur, Tiruvannamalai is known to satisfactorily cater to the demands of its customer base. The business came into existence in 2012 and has, since then, been a known name in its field. It stands located at Chithathur Village, Chithathur-604410. Chithathur Village is a prominent landmark in the area and this establishment is in close proximity to the same. The business strives to make for a positive experience through its offerings. The accepted modes of payment make every business transaction easy and seamless, contributing to making the entire process even more effective.

Customer centricity is at the core of JCK Blue Metals in Chithathur, Tiruvannamalai and it is this belief that has led the business to build long-term relationships. Ensuring a positive customer experience, making available goods and/or services that are of top-notch quality is given prime importance.

India's leading B2B market place, Jd Mart ensures engaging in business activities is a seamless process for small and medium enterprises as well as large businesses. In a wake to enable these businesses to reach their audience, this portal lets them showcase their offerings in terms of the products and/or services through a digital catalogue. This business has a wide range of product offerings and the product/catalogue list includes Infrastructure Solution Providers etc.

### **Materials available in JCK Blue Metals:**

- 12 MM
- 20 MM
- 30 MM
- 40 MM
- 6 MM
- DUST-500
- DUST-550.
- DUSTGSB 425
- FILTERCHEKKAI
- GRAVEL 120
- GRAVEL 170
- GSB-375
- GSB\_275

- M-SAND-C
- M-SAND-S
- PSAND
- RR CHEKKAI
- RED GRAVEL
- SLUDGE
- WETMIX

## **CHAPTER -2**

## ORGANISATIONAL CHART



Figure-1: company's organization chart

People are categorised in this type of organisational structure based on the tasks they carry out for the company. The president, vice president, finance department, sales department, etc. are all displayed on the organisational chart for a functional organisational structure.

### Operations:

An operations department ensures that the production process is completed from start to finish. These production processes need to line up with the goals and functions of other departments within a company.

Managers assigned to the operations department provide constant oversight on the production process to make sure their employees can systematically perform their tasks. For example, the assembly line is an operational procedure where all employees must perform their roles to get products into stores swiftly.

### **Key functions of operations departments**

A few functions that an operations department performs to increase company profits include:

- Building a consensus among employees
- Providing ample resources for managers to mentor employees
- Assessing the value of business processes
- Enhancing the performance of all departments
- Ensuring compliance with government agencies on regulations

### **Marketing:**

Marketing operations is the function of overseeing an organization's marketing program, campaign planning and annual strategic planning activities. Other responsibilities include technology and performance measurement and reporting and data analytics.

### **Role of Marketing:**

Marketing operations is a combination of different processes that contribute to marketing team success.

- Project management
- Strategic planning
- Organization benchmarking
- Workflow process development and documentation
- Customer, market, and competitive intelligence research
- Performance measurement
- Campaign analysis and reporting
- Data management
- Process development and implementation

**HR:**

One of the functions of an HR department is to recruit and guide employees. It also strategically manages the culture and work environment of a company.

Human resources management (HRM) considers employees the company's most valuable asset. Therefore, it sets up and supervises various actions to develop the human capital and talent of a company. A department of HR takes care of employee motivation and wellness, compensation, benefits, recruitment, organizational development, safety, employee relations and training. HR plays a strategic role in business management and the implementation of workplace culture. If effective, it can contribute significantly to the company's overall success.

A human resources department manages more than administrative tasks. It implements the strategic use of employees and the development of programs that will impact the business in positive ways.

**Main functions of HR:**

- Administration
- Recruiting and staffing
- Health and safety
- Training and development
- Compensation and benefits
- Labour and employee relations
- Disciplinary actions
- New hire onboarding
- Company policies
- Diversity & inclusion

**Accounting:**

The accounting department refers to the division in a firm that looks after the preparation of financial statements, maintenance of general ledger, payment of bills, preparation of customer bills, payroll, and more. In other words, they are responsible for managing the overall economic front of the business. It is impossible for any business, whether a small firm operating out of home or a large multinational company, to function for too long without an accounting department.

### **Functions of accounting:**

- To maintain and record all business transactions
- accurately and comprehensively in a systematic way, they can be retrieved and reviewed at any time.
- To maintain adequate internal controls within the organization to safeguard its valuable resources.
- To provide a basis for performance assessment and create accountability across the organization.
- To keep track of costs incurred by the company and advise the modification of existing operations to reduce operating costs
- .To support senior management in the decision-making process by appropriately presenting the financial data.
- To plan based on anticipation of business needs and expected availability of resources.

### **R&D:**

R&D may be beneficial to a company's bottom line, but it is considered an expense. After all, companies spend substantial amounts on research and trying to develop new products and services. As such, these expenses are often reported for accounting purposes on the income statement and do not carry long-term value.

### **Role of R&D:**

There are certain situations where R&D costs are capitalized and reported on the balance sheet. Some examples include but are not limited to:

- Materials, fixed assets, or other assets have alternative future uses with an estimable value and useful life.
- Software that can be converted or applied elsewhere in the company to have a useful life beyond a specific single R&D project.
- Indirect costs or overhead expenses allocated between projects.
- R&D purchased from a third party that is accompanied by intangible value. That intangible asset may be recorded as a separate balance sheet asset.

Every vehicles in the mines should be run with fire extinguisher. Every person in the mines should wear the helmets and safety shoes properly. For safety purposes there is medical room

with on duty doctors, fire engine for sudden fire accidents, ambulance for unpredicted injury, etc.,.

The word SACHET stands for:

S – Stick to safety standard.

A – Adequate to use of PPE ( Personal Protective Equipment ).

C – Co-ordination at the workplace.

H – Hazard Identification.

T – Training to the employees



## **CHAPTER -3**

## **Observation & Analysis**

### **Health and Safety Management in Mines:**

- Management will provide Infrastructure.
- Accountability.
- Sufficient & separate resources to be allocated for improving
- Root cause analysis.
- Training and retraining to be important.
- Everyone can take their own responsibility.
- Everyone can authority to stop and change unsafe activities.

There is an one competent person in the mine who is responsible for the health and safety measure

in that mine. His qualification is worked for more than 20years and competent to work.

### **SAFETY MANAGEMENT PLAN (SMP)**

This mine is working with the rule of CMR-104(regulation number). This organisation consist of owner, agent and mananger of the mine. It can formulated with the SMP, Pit Safety Committee. SMP is the safety tools of the mine. It can be accessed and written the hazard. If any potential happens accident or incident the SMP will undertake.

### **HAZARDS**

1. HEMM – Running of dumper or tipper
2. Fire
3. Coal transportation
4. Inundation
5. Surface miner operation

### **Personal protective equipment**

- 1) Safety helmet
- 2) safety jackets
- 3) safety shoes
- 4) safety gloves
- 5) safety glasses
- 6) ear protector
- 7) mask

## SAFETY COMMITTEE

- ❖ It consist minimum of 13 – 15 persons for the mine .
- ❖ The whole committee have more than 100 persons.
- ❖ It was headed by the chairman of committee(Mines manager).
- ❖ There is one secretary in the mines.
- ❖ The committee will be formed with 5officials .
- ❖ Under the secretary, there is a workmen inspector.
- ❖ The workmen inspector will be selected by the workers.
- ❖ Under workmen inspector, there is a three divisions namely electrical, mechanical and mining.
- ❖ For every 1000 workmen, there is an one work inspector.

There is an one procedure in this mine. It was named as ‘Take 5 procedure’. It consists of 5 procedures.

- Stop,Stepback and Think
- Identify the hazard
- Access the level of risk
- Control the hazard
- Proceed safely

On the basis of risk, it is identified as hazardous or not hazardous. If the risk value is more than 400 it is hazardous otherwise less hazardous.

Risk = Likelihood x Consequence

Likelihood = Probability x Exposure

Safety measures

- Electrical & mechanical division
- Health maintainance per equipment
- Proper maintainance of mine

## **REGULATOR FOR MINES DEPARTMENT:**

Directorate General of Mines Safety, DGMS in short, is the Regulatory Agency under the Ministry of labour and employment, Government of India in matters pertaining to occupational safety, health and welfare of persons employed in mines (Coal, Metalliferous and oil-mines).

Under the Constitution of India, safety, welfare and health of workers employed in mines are the concern of the Central Government (Entry 55-Union List-Article 246). The objective is regulated by the Mines Act, 1952 and the Rules and Regulations framed there under. These are administered by the Directorate-General of Mines Safety (DGMS), under the Union Ministry of Labour & Employment. Apart from administering the Mines Act and the subordinate legislation there under, DGMS also administers a few other allied legislation, including the Indian Electricity Act. The headquarters has also a technical library and S&T laboratories as a back-up support to the organization.

Officers appointed to different technical posts in DGMS are selected by U.P.S.C. They are required to have Degree in Mining or Electrical or Mechanical Engineering and several years of experience, varying from seven to ten years of working in responsible capacity in Mines and allied Industry. Besides officers of mining cadre possess First Class Mine Manager's Certificate of Competency.

The Occupational Health cadre is manned by qualified and experienced medical personnel. Due to the nature of work performed by the officers of DGMS, the Govt. of India declared the organization as S & T Institution" on the recommendation of Science and Technology Department of Govt. of India, in November 1987.

### **Other regulators:**

The Mines Act, 1952

The Coal Mines Regulations, 2017

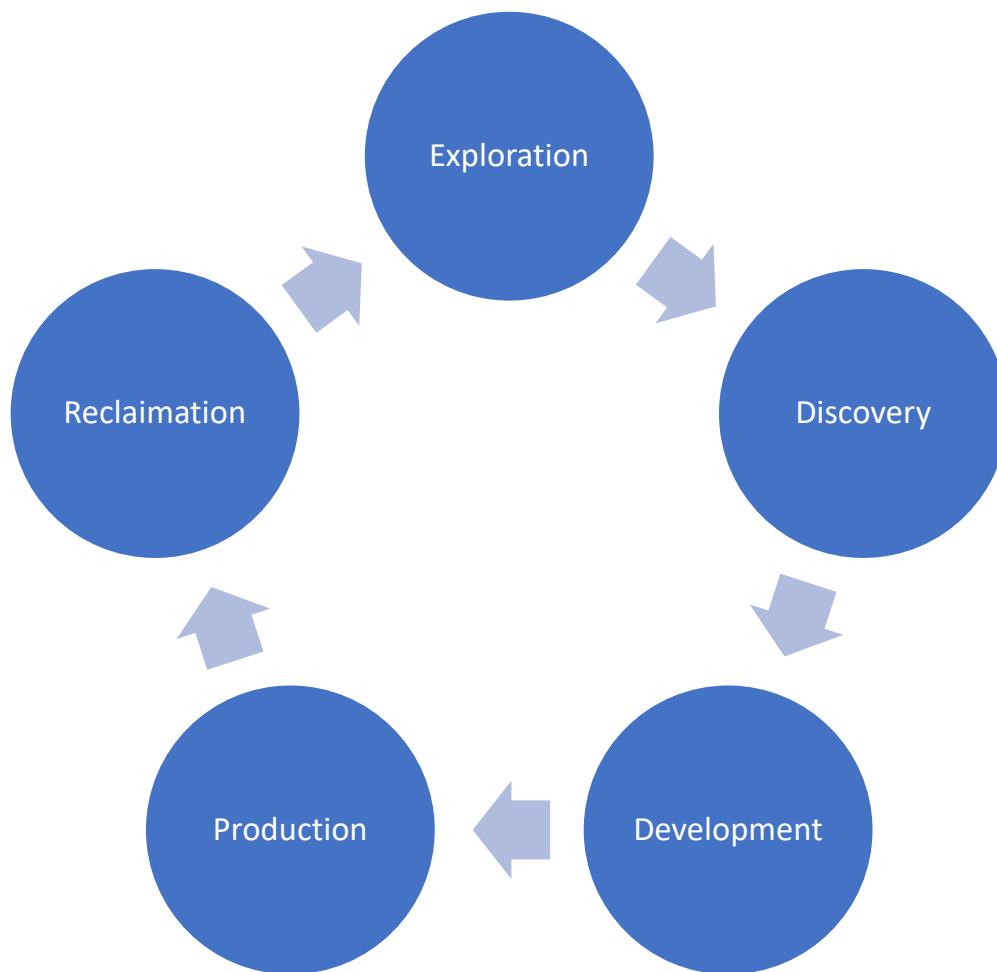
The Coal Mines Regulations, 1957

The Metalliferous Mines Regulations, 1961

The Oil Mines Regulations, 2017

The Oil Mines Regulations, 1984

## STAGES OF MINING:



### 1.Exploration

Exploration geologists search for mineral resources and get involved in the planning and expansion of mining operations. They locate and evaluate potential deposits of precious metals, industrial minerals, gemstones, pigments, construction materials or other minable commodities.

Mining companies need to target and prioritise their drilling activity so will use this data to target more specific areas where rock and mineral sampling might be appropriate. High-resolution geological mapping can also delineate areas of likely mineralisation which will lead to potential deposits.

## **Geophysical measurements**

Geophysical measurements are taken for mineral exploration to collect information about the physical properties of rocks and sediments. Geophysical companies employ the use of magnetic, radiometric, electromagnetic and gravity surveys to detect responses which may indicate the presence of mineral deposits.

Exploration geophysics is used to detect the type of mineralisation, by measuring its physical properties. It is used to map the subsurface structure of a region, to understand the underlying structures, the spatial distribution of rock units, and to detect structures such as faults, folds and intrusive rocks.

## **Geochemical analysis**

A chemical analysis that determines the proportion of metallic or non-metallic presence in a sample is called an assay. A wide variety of geological materials can be chemically analysed which include water, vegetation, soil, sediment and rock.

Assay labs can provide single and multi-element analyses by a variety of methods. Rock and soil samples are crushed, powdered, fused or digested in acid and then analysed using several different analytical methods and instruments.

## **Water, oil and soil tests**

Most metallic ore deposits are formed through the interaction of an aqueous fluid and host rocks. Baseline samples are taken to determine hydrologic conditions and natural occurrences of potentially toxic elements in rocks, soils, and waters.

Surface geochemical analysis of soil, rock, water, vegetation, and vapour for trace amounts of metals or other elements that may indicate the presence of a buried ore deposit. Geochemical techniques have played a key role in the discovery of numerous mineral deposits, and they continue to be a standard method of exploration.

## **2. Discovery Stage**

### **Mine-site Design & Planning**

Once the miners are sufficiently confident that there is a financially viable amount of deposit, the project can progress to the planning stage.

Companies will create multiple plans with different variables (time-span, amount of ore mined) to evaluate which fulfils the most criteria.

### **Planning criteria & permit considerations:**

#### **Safety**

From exploration to mining of mineral resources, it is vital to ensure that critical safety and operational risks are considered in designing a mine. The mine plan should allow the miners to work in the safest way possible.

The safety and wellbeing of employees, contractors and local communities is a big concern for responsible mining companies and a mine plan will look at any aspect of mine operations that could have a direct impact on the wellbeing of workers, contractors and communities.

#### **Environmental impact**

The mine plan needs to be designed to keep the damage to the environment to a minimum using strategies that can reduce environmental impact. Lower impact mining techniques will reduce interference at the mining site. Mining waste such as tailings, rocks and wastewater can be reused on or off-site.

Eco-friendly equipment such as electric engines which will result in big carbon savings and longer lasting equipment will cut down on waste over time.

Many former mine-sites are left unusable by landowners once the mine life has come to an end. Mine companies can employ land rehabilitation techniques such as topsoil replenishment and reforestation schemes to make the land productive again and speed up the land's natural recovery process.

### **3. Development Stage**

Once the plan has been confirmed, the real work can begin. This is the longest stage of the process so far, and can take anywhere from 10-20 years before the mine is ready for production, depending on the site size.

### **Does a mines size affect the amount of ore produced?**

Measuring mine productivity can be difficult given how unique each operation is.

Mines set their production goals but productivity at some mines is restricted by location.

Mines are trying to minimize operating expenditure while continuing to increase productivity.

### **What does construction involve?**

#### **Building roads**

The construction of roads, rail, air-strips or ports to access the mine plus the services such as water, sewage and power is similar to the work required for establishing other types of industries except that this construction could be in remote areas with added logistical challenges.

Mining roads are a critical component of mining infrastructure and the performance of these roads has a direct impact on operational efficiency, costs and safety. A significant proportion of a mine's cost is associated with material haulage and well-designed and managed roads contribute directly to reductions in cycle times, fuel burn, tyre costs and overall cost per tonne hauled and critically, underpin a safe transport system.

#### **Processing facilities**

Development of the mine itself is different for an open pit to an underground mine and will require different experience and equipment. Porphyry deposits are often large and many of the deposits are near the surface and mined as open pits with large mining equipment; however, at depth some may have suitable characteristics to convert to large underground block caving mines. Vein type deposits are often narrow, can go to depth and are mined by underground methods with smaller equipment.

Once the mineral is extracted from a mine, it is processed and the processing operation depends on which material is excavated. The crushing and processing facility is constructed based on the testing, flow sheet and design determined in the FS. Processing of the ore starts with understanding the mineralogy and the metallurgical testing for crushing, grinding and recovery of the metals and treatment/management of the tailings.



## **4. Production Stage**

Now the mine is finally ready to begin producing.

**What are the two common methods of mining?**

### **Surface mining**

Surface mining is a broad category of mining in which the soil and rock overlying the mineral deposit is removed. It has been estimated that more than two-thirds of the world's yearly mineral production is extracted by surface mining.

Surface mining is the preference for mining companies because removing the terrain surface to access the mineral beneath is often more cost-effective than digging tunnels and shafts to access mineral resources underground.

### **Surface mining methods:**

Strip Mining involves stripping the surface away from the mineral that's being excavated (usually coal). Soil, rock, and vegetation over the mineral seam is removed with huge machines, including bucket-wheel excavators.

Open-Pit Mining is a technique of extracting rock or minerals from the earth by their removal from an open-air pit. Open-pits are sometimes called 'quarries' when they produce building materials and dimension stone.

Mountaintop Removal Mining for retrieving minerals from mountain peaks and involves blasting the overburden with explosives above the mineral seam to be mined. The broken mountaintop is then shifted into valleys and fills below.

Dredging is the more sophisticated version of panning for gold where a scoop lifts material up on a conveyor belt, and the mineral is removed, then the unwanted material is put back into the water.

Highwall mining collects ores from a "highwall" with overburden and exposed minerals and ores.

### **Underground mining**

Underground mining is used to access ores and valuable minerals in the ground by digging into the ground to extract them. There are several underground mining techniques used to

excavate hard minerals, usually those containing metals such as ore containing gold, silver, iron, copper, zinc, nickel, tin and lead, but also for excavating ores of gems such as diamonds and rubies.

## **5. Reclamation Stage**

Before the company can be issued a permit to build the mine, they must first prove that they have the funds and plans to close the mine in a safe and structured way.

Mining is a temporary activity, once the deposit is gone it's time to relocate to a new site. But before they can do this, they must first close and rehabilitate the mine.

### **What needs to happen before a mine can close?**

The final step in mining operations is closure and reclamation. Mine companies have to think about a mine closure plan before they start to build as governments need assurances that operators have a plan and the required funds to close the mine before they are willing to issue permits.

Detailed environmental studies form a big part of the mine closure plan on how the mine site will be closed and rehabilitated. A comprehensive mine rehab programme will also include:

#### **Ensuring public health and safety**

There are many dangers with abandoned mines, many of which are not visible from the outside, including horizontal openings, vertical shafts, explosives and toxic chemicals, dangerous gases, deep water, spoils piles, abandoned unsafe buildings and high walls. Mine companies need to ensure mines are fully closed and sealed to make them safe for the public.

#### **Removing waste and hazardous material**

There is a high-volume of waste material that originates from the processes of excavation, dressing and further physical and chemical processing of metalliferous and non-metalliferous minerals and mine companies need to remove waste and hazardous material from the site both during operation and at closure of the mine.

## **CHAPTER -4**

**OUTPUT & BENEFIT:****OUTPUT:**

Through this internship,

- Gained knowledge about how a manufacturing organisation actually operates.
- Broad understanding of the many areas.
- Observed that each department had its own goals.
- Having both practical job experience and academic knowledge is necessary for success.
- The marketing division evaluates the items and advertises them to draw in new clients and keep hold of current ones.
- Observed that dependence between each organisational department and each and every other function. In particular, the department of purchasing and stores makes purchases, keeps finished goods on hand, and keeps an eye on stock levels.
- Only if the marketing department provides a technique will the manufacturing be able to proceed, the purchasing department offers supplies, the finance department provides funding, and the marketing department gives personnel
- Learnt teamwork aids an organisation in achieving its objectives by learning about all of its functional divisions.

**BENEFIT:**

This internship was beneficial in so many ways viz,

- Able to get job experience.
- Helps in building resume
- Learnt time management techniques.
- Learnt a great deal about marketing division.

- This helped to learn how to marketing department helps in reality.
- This helped in expanding my practical expertise across several functional divisions.
- Learnt the skill of people management and roles of marketing department .
- A marketing manager is supposed to have information about all departments of an organization because they promote a company's the product and services.
- This internship has helped to get knowledge of many departments of the stated firm, which will aided in accomplishing my long-term goals.

## **CHAPTER -5**

### **CONCLUSION:**

The manufacturing unit requires a lot of skill, so the entire experience at "J.C.K Blue Metals" was very educational. It was easy to learn about how a company actually works, the routine activities of an organisation and combination of knowledge and skills is required to accomplish the target. Experienced, how much each department is dependent on and interconnected with one another. The day-to-day operations of an organisation showed that a mix of both knowledge and skills is essential for attaining the aim. Practically, it became clear that each and every department is dependent on and interconnected with one another and must cooperate to achieve the intended goals.

The internship has given a better understanding of the value of marketing to an organisation and the necessity of employee motivation and retention. On the other hand, marketing department are a crucial instrument for coordinating people in order to realise the organization's shared vision and objectives. In addition, a chance to visit the other departments, which has helped to evaluate how crucial it is to preserve relationships with other organisational departments in order to facilitate the successful accomplishment of organisational goals and objectives.